The Construction of Graphic Design Aesthetic Elements

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Abstract

The graphic design is the study of the graphics information transmission and exchange of color aesthetic visual arts. Graphics itself is a symbolic image in visual space, which is relatively accurate and direct way in process of the visual communication. The color of Graphic Design takes the "simple and elegant" and "free and optional" into consideration from two sides, which meet the special aesthetic ideas among the consumer group. In graphic design, although color and graphics have their own requirements, the two exist in a whole. Colors can’t be separated from graphics. Therefore, whether the graphics is colorful or not, the color can only exist through the graphics. Because of color, graphics becomes lively and emotional to stimulate vision and transmit information.

Keywords: graphic design; aesthetics; color; graphics

1 INTRODUCTION

Nowadays, art design is one of the most popular words. For a civilized and healthy society, design can be found everywhere and be required in any area, and everything needs the design. From small objects to large space design, from the material world to a non-material world, from the creation of functional environment to the styles and symbols of the products, from using style to lifestyle, design can be used in every areas. With the progress of human civilization and culture, design has become a part of civilization and culture. It is not only the outcome of culture and civilization, but also create a new culture and a new civilization. Art design is the combination between art and science made by designers. As an important way to make products or art space has a dual-value of aesthetic and practical of art, design plays an extremely important role in product design, graphic design, environmental design.

2 The differences between construction visual focus of aesthetic elements and other elements of aesthetic elements in graphic design

By comparing with other elements in the graphic design, the construction visual focus of aesthetic elements can effectively enhance the effect of visual stimulus, which gives a striking and strong visual impression. Only distinctive focus image can draw attention and leave an unforgettable expression. Contrast differences can break the monotony of a uniform pattern and seek various changes, resulting in contradictory contrast and forming a tension visual. Therefore, the tension is a concentrated expression of the difference changes and the essential difference between the perception of the body, but also differences in the change of aesthetic charm, the tension is the result of differences in contrast, the difference is the source of tension formation. Therefore, as the visual focus of the center, because of its subjectivity and influential nature determine the specificity of its elements. Color is the first to grasp the key to human vision, but also a manifestation of the focus of

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the ad, a color personality, often better grab consumer's attention. Visual communication in the plane, the color so as to make their own light show different color effects, sometimes dull and sometimes in bright colors affect mood to the audience, thus preventing or is supplementary information to the audience insight and judgment. It is also being increasingly recognized and the use of the business community. Given the importance of color in practice, many engineering psychologists and psychologists have started advertising studies on this issue, in order to stimulate through color vision, to achieve better work efficiency or effectiveness of advertising.

3 Appearance of color aesthetic
In field of graphic design, the color representation is a comprehensive phenomenon, dependent not only aesthetic color texture, shape, texture and other relations exist. At the same time, it should be recognized that the presence of the color attributes and relationships. Color science for many friends in the design provides a "seven-second rule" Research has shown that "people are concerned about the time a product is usually 7 seconds, 7 seconds within which 70% of the people to determine the purchase of a first feature is the color "as the French master of color, Mr. Lang Geluo said color can be increased by 10% -30% of the product value increasing product cost basis. This is the color in the design aesthetic importance lies. Romantic master Delacroix once said: "Our aim is to use color to create beautiful" color is the soul and essence of fashion, is the most loud and clear visual language, emotion can make people pass the association.

3.1 Text dissemination of information
Text in terms of dissemination of information capacity is ten percent figure, but does not thereby deny the role of the text in the information dissemination process. In fact, the text is one of the best elements accurately convey the information because it has a direct and specific content to tell the audience the advertised. Of course, the premise is to spread information: public education has received certain cultural or who have spread this basic cultural standards. Not difficult to see, because the public character of cultural selectivity resulted in the dissemination of its inferior graphics information capacity. Typography is intended for the whole of the text to be orchestrated by the visual design of the law, it is a product of human production and practice, along with the development of human civilization and gradually mature. Language and script not only able to provide information, they can constitute a wonderful picture element, capable of imparting a certain color or texture of the work. When a language appears in the works, they will be given the unique beauty of the work itself.

3.2 Graphic design visual communication designs
Mainly to graphics, text and other images and information integrated design elements, its graphics, either illustrations, photographs, patterns, signs, symbols, may be the entire graphic design works as a complete graphics, it is easy to use for people accepted artistic graphically convey information or express, in fact, is an information and expression conveyed FIG systems. In the field of graphic design, especially his font designs in the world have attracted wide attention and high evaluation. Igarashi Wei Chang revolutionary new graphic design is to develop a three-dimensional form of the product design and graphic design come together.

3.3 Symbols of ink art element
Extensive use of modern graphic design elements ink painting symbols generally have the following two reasons: on the one hand the designer freedom to pursue innovative artistic expression; on the other hand, some artists have a responsibility to the traditional culture there are deep feelings of
traditional culture. It has a responsibility. This requires modern designer based on tradition, Hui Yun ink, combined with borrowing in Western design philosophy, and Time in the traditional ink elements, personality and common integrated into a new life full of drawings, and describe a rich Chinese style design. In terms of traditional cultural heritage of renowned for their achievements in the famous designer Mr. Kan Tai-keung, the United States and Mr. Jin works in harmony, is the contemplation of his Chinese humanistic spirit of the universe, was "in the spirit of man and nature share the joy and beauty of life infinite its ink and color, black and white, humble and clever, real and imaginary, etc. Blending and harmony, so that the viewer feel the invasion of his artistic spirit and soul. Poster see Mr. Jin's works, often from the eye-catching is that Spirit in the aura of ink, or such as the dragon, want to break out of paper, or as at the child, intended to keep quiet Benedict. pen and ink drawing out is not a painting, is not necessarily a word, just a brush in ink Baozhan demonstrated when transported beautiful track, those wonderful presents gradation from black to gray as well, people feel the heart and soul of the East and movement, Mr. Jin was concise format, with meandering walks into a poster design, although Stubbs is not odd, there is a kind Pondering upon the need to send a sense of the times the investment asked Yiyi. Ink art element has become the most important form of expression and cultural connotation his poster creation.

Sign out of the past solid fill constraints, have more abundant blending materials and luster. This design also subject to other neighboring design styles. Not only is the texture on applications valued in graphic design, environmental design and architectural design, with a lot of texture for the design to add color. Texture and gloss make the graphics plane in logo design is more vivid, more aesthetic texture.

4 Basic understanding of aesthetic conception
Aesthetic concept means that, in a certain period, social groups and regions formed a basic understanding of beauty, as well as the aesthetic consciousness, aesthetic taste, aesthetic psychological characteristics under the guidance of this understanding. And other aesthetic concepts like social ideology, influenced the level of development of social production, but it also produces a whole ideology of social action. From the perspective of the development of art history, the difference between the aesthetic ideas in different times form a different aesthetic habit and specific art form. In the history, design and closely related to art, science and technology, the development of aesthetic design and development of art, science and technology have a close relationship. The pursuit of aesthetic design shows different colors in different social settings, so in this essay, I tried to give a brief summary of changes and developments from the west and china in the development of the graphic design history.

Chinese design has gone through a slow early development, because of the level of productivity limited aesthetic type of graphic design, we only have a similar understanding from the artifacts, textiles and other decorative patterns. When the commercial sprout, design also had hand-painted style, as well as plain packaging. The emergence of the printing press promotes the development of graphic design, and old books, illustrations; prints are displayed in the form of conventional design, reflecting the aesthetic tendency of people in a particular time. Aesthetic tendency of China and Chinese unique philosophy are closely related, and some of the requirements of traditional painting also reflects China's unique aesthetic standards, for example, in the West, realism is important, while China pay more attention to the conveying mood. Contemporary designer Kan Tai-keung designed posters, in the use of Chinese traditional elements while its overall work also conveys Chinese meaning. It can be
said of contemporary design aesthetic with a modern main, combining modern and traditional
general tendency.

On the whole, the aesthetic design change process have similar, blend, under the direction of
development and there are a large variety of rich process. In the design process of development,
design aesthetic along with constant change, change aesthetic standards also contributed to the new
design genres appear no more Changes to the details of a comprehensive description of the design
aesthetic, but in general statements, in short, whether it is the East or Western, in the development of
design in different ways jointly explore new directions, with demand attributed to the design
aesthetic.

5 Aesthetic features of graphic design elements
5.1 Beauty of order
Graphic design dealing with the aesthetic of design objects mainly express the implement the order.
In the form of regulation, design objects are specific, visualization. The beauty of the order in
graphic design, specifically express under its constituent elements or independent show. So people
can receive balance and visual comfort at the first sight of the beauty of order, but also improve the
visual aesthetic level of audience.

5.2 Impact
Graphic design aesthetic construct, the focus is not on emotional expression, but the use of text,
images and colors and symbols have the particularity, highlighting the design theme, the impact on
people's perceptions visually. During the formation of the visual impact, and can be expressed in
terms of the level of graphic design and the constituent elements of different developments. Graphic
design visual aesthetic elements with the impact of the first time to attract people's attention, the
design theme to convey to the people. When people from different backgrounds aesthetic psychology,
aesthetics also vary widely. Based on this, the plane design works should have targeted only the
target population study design, so that we can bring to the target population of the aesthetic impact.

5.3 Function of Art
In the background of the vigorous development of commodity economy, the main form of graphic
design is to reflecting the propaganda of its goods. If the design achieves the desired value, it has to
consider the recognition of customers, get the recognition and support of customers. On the basis of
fully landscaping products, the most fundamental thing is to bear the test of the market to get the
purpose of promotion. Graphic Design can boosting the healthy market in consuming society, but
also play a very important role in the consumer and market volatility, which is also an important
force to promote the development of graphic design.

6 CONCLUSIONS
With the rapid development of modern society, economic level, science and technology, design meets
human requirements; it is becoming important and urgent to meet the needs of people's aesthetic.
Human survival needs are generally met, the spiritual needs is becoming particularly important.
People can enjoy the beauty through design work instead of a simple requirement. With the progress
of the times, after millions of years’ exploration, the functionality of the design has reached a very
high level, for example, drinking cups cannot only meet the needs of drinking water, but also meet
the need of the volume of the cup, the effect of heat insulation, the most convenient way to drink. As
for the functional pursuit, the market could sever just a few different volumes and different insulation
effects, but in our daily lives, whether shapes of glasses or decoration are dazzling, numerous. When considering function, we usually select the "best-looking" cup, which are the aesthetic needs. Some design work pursues new functional value, but also show aesthetic value, from which the modern design aesthetic draws people's attention. Aesthetic exploration also requires the joint efforts of all the design staff to change the unfavorable situation of Chinese design.

References